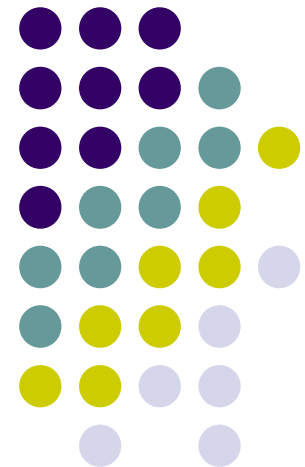


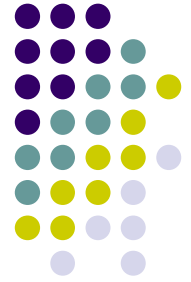
Healthy Families Program (HFP) 08/09 & 09/10 Open Enrollment (OE)

Presenter:

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Deputy Director
Eligibility, Enrollment, and Marketing Division

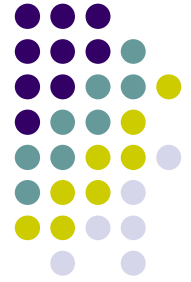




Introduction

- State Statute requires a yearly opportunity for HFP subscribers to transfer plans
- This is referred to as Open Enrollment or “OE”
- State Statute also requires the “OE” period to be no less than 45 days





Background

- HFP OE is coordinated with the state budget year.
- The Governor's Budget released in January 2008 announced numerous proposed changes to HFP
- The known changes and the record breaking delay in signing the states 08/09 budget delayed this year's OE period
- The budget was signed in conjunction with Trailer Bill AB 1183 which required all HFP changes to be made effective five (5) months after the budget was passed
- The five (5) months resulted in the 08/09 OE to be effective February 1, 2009 and will run through June 30, 2009



08/09 OE Period Timeline



- HFP subscribers may request plan transfers between:
 - **November 15th and December 31st**
- Approved plan transfers will be effective:
 - **February 1, 2009**





08/09 OE Packets

- All HFP subscribers will receive an OE packet
- Packets will be sent in the following ten (10) languages:

- English
- Spanish
- Vietnamese
- Cambodian
- Hmong

- Armenian
- Chinese
- Korean
- Russian
- Farsi





08/09 OE Packet Content

- Each OE Packet will contain the following:
 - Transfer Request Form
 - Customer Satisfactory Survey
 - Personal Fact Sheet
 - Provides plan options
 - Plan Quality Comparison Guide
 - Provides HEDIS and CAHPS information
 - Individual Plan Information
 - Plan Ads



08/09 OE Packet Content (cont.)



→ Non-Traditional Items included:

- Premium Increase Insert
 - Notifies applicant of required increase to subscriber premiums
 - Families in Category B will increase \$3 per child, per month
 - Families in Category C will increase \$2 per child, per month
 - Included with all packets
 - Families in Category A will not experience a premium increase
- Premium Re-Evaluation Form
 - Subscribers can lower their premium if their household income has decreased
 - Only sent to families in Categories B & C





08/09 OE - Important Dates

● November 2008

- Plans to submit marketing materials ASAP
 - Materials will be prioritized and reviewed
- 11/3 – Public Service Announcement for OE and premium increase added to HFP toll-free line
- 11/7 – OE announcement posted to HFP website
- 11/12 – OE packets mailed to families enrolled in the HFP as of 10/15
- 11/20 – Inserts sent with billing statements announcing OE and Premium Increase



08/09 OE - Important Dates (cont.)



- December 2008
 - 12/1 – OE packets mailed (2nd mailing) to families newly enrolled between 10/16 and 11/15 in HFP
 - 12/20 – Inserts sent with billing statements announcing OE and Premium Increase
 - 12/31 – Deadline to return OE packets



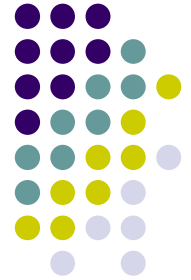
08/09 OE - Important Dates (cont.)



- January 2009
 - 1/15 – OE packets mailed (3rd mailing) to families newly enrolled between 11/16 and 12/31 in the HFP
 - 1/20 – Billing statement reflecting new premium increase/decrease due to:
 - Community Provider Plan Change
 - Required Premium Increase in Categories B and C



08/09 OE - Important Dates (cont.)



- February 2009
 - 2/1 – Plan transfer effective
 - 2/1 – Premium increase effective

This concludes the 08/09 OE Period





09/10 OE Period Timeline

→ Anticipated Dates

- HFP subscribers may request plan transfers between:
 - **April 15th and May 31st**
- Approved plan transfers will be effective:
 - **July 1, 2009**





09/10 OE Packets

- Packets only sent to subscribers whose health, dental, and/or vision plans are no longer available
 - Postcards will be sent to subscribers whose plans are still available to notify them of OE
- Packet sent in top ten (10) languages





09/10 OE – Important Dates

- January 2009
 - 1/31 – Last day for plans to submit OE marketing materials (09/10 OE)
- March 2009
 - 3/20 – Inserts mailed with billing statements to announce 09/10 OE
- April 2009
 - 4/10 – Postcards mailed to subscribers with no required plan changes and full OE packets to subscribers with required plan changes
- May 2009
 - 5/1 – OE packets mailed (2nd mailing) to families newly enrolled between 3/16 and 4/15 in the HFP
 - 5/31 – Deadline to return OE packets



09/10 OE - Important Dates (cont.)



- June 2009
 - 6/15 – OE packets mailed (3rd mailing) to families newly enrolled between 3/16 and 4/15 in the HFP
- July 2009
 - 7/1 – Plan transfers effective

This concludes the 09/10 OE Period





Other Areas of Collaboration

- The Eligibility Division monitors the following:
 - Network Information Services (NIS)
 - Health Plan Reconciliation
 - Review and approval of marketing materials
 - Case adjustments through our Administrative Vendor, MAXIMUS





OE – Frequently Asked Questions

- **Why would a transfer request be denied?**
 - Subscribers plan selection is not available
 - Child turns 19 years old
 - 2 month past due premium
- **What if subscriber's plans are not available and they do not turn in their OE packet?**
 - The HFP will auto select the Community Plan Provider for the health plan and/or alternately assign dental and vision plans
- **What if subscribers would like to change plans after their plan transfer is effective?**
 - Subscribers have thirty (30) days after their plan transfer effective date to change plans again
- **Can subscribers enroll their children into different plans?**
 - No, all children in the same household will be enrolled into the same plan



Questions

